

**IN THE CLAIMS**

Please amend the claims as follows:

1. **(Currently Amended)** A method for conducting a transaction, comprising:  
presenting a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;

**wherein each gift set may be customized according to a plurality of specific criteria;**

receiving a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;

receiving identification information regarding a recipient of the gift set;

**issuing electronically communicating** a notification to the recipient, the notification including a unique identifier; and

scheduling delivery of the selection to the recipient, if the recipient accepts the gift set.

2. **(Withdrawn)** The method of Claim 1, further comprising allowing the recipient to select an alternative item if the recipient rejects the selection.

3. **(Withdrawn)** The method of Claim 1, wherein each gift set may be customized according to a plurality of specific criteria, and further comprising receiving at least one of the specific criteria regarding the selection, from the purchaser.

4. **(Currently Amended)** The method of Claim 1, ~~wherein each gift set may be customized according to a plurality of specific criteria, and~~ further comprising receiving at least one of the specific criteria regarding the selection, from the recipient.

5. **(Withdrawn)** The method of Claim 1, further comprising issuing the notification to the recipient via electronic mail.

6. **(Withdrawn)** The method of Claim 5, wherein the notification includes a hyperlink to a virtual showroom and wherein the recipient may accept or reject the gift set by communicating with the virtual showroom.

7. **(Withdrawn)** The method of Claim 2, further comprising charging the recipient for at least a portion of a price difference between the alternative item and the selection.

8. **(Withdrawn)** The method of Claim 2, further comprising charging the purchaser for at least a portion of a price difference between the alternative item and the selection.

9. **(Withdrawn)** The method of Claim 1, further comprising issuing a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

10. **(Withdrawn)** The method of Claim 1, further comprising issuing a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.

11. **(Withdrawn)** A computer readable medium encoded with logic operable to:  
present a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;

receive a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;

receive identification information regarding a recipient of the gift set;

issue a notification to the recipient, the notification including a unique identifier; and

schedule delivery of the selection to the recipient, if the recipient accepts the gift set.

12. **(Withdrawn)** The computer readable medium of Claim 11, wherein the logic is further operable to allow the recipient to select an alternative item if the recipient rejects the selection.

13. **(Withdrawn)** The computer readable medium of Claim 11, wherein the logic is further operable to issue the notification to the recipient via electronic mail.

14. **(Withdrawn)** The computer readable medium of Claim 11, wherein the logic is further operable to issue a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.

15. **(Withdrawn)** The computer readable medium of Claim 11, wherein the logic is further operable to issue a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

16. **(Withdrawn)** A system, comprising:  
means for presenting a plurality of gift sets to a purchaser, each gift set comprising a plurality of articles;  
means for receiving a selection from the purchaser, the selection comprising at least one of the plurality of gift sets;  
means for receiving identification information regarding a recipient of the gift set;  
means for issuing a notification to the recipient, the notification including a unique identifier; and  
means for scheduling delivery of the selection to the recipient, if the recipient accepts the gift set.

17. **(Withdrawn)** The system of Claim 16, further comprising means for allowing the recipient to select an alternative item if the recipient rejects the selection.

18. **(Withdrawn)** The system of Claim 16, further comprising means for issuing the notification to the recipient via electronic mail.

19. **(Withdrawn)** The system of Claim 16, further comprising means for issuing a confirmation message to the recipient confirming the selection and specific criteria regarding the selection.

20. **(Withdrawn)** The system of Claim 16, further comprising means for issuing a confirmation message to the purchaser confirming the selection and specific criteria regarding the selection.